

Communicating About Health Equity

Showing the Bigger Picture to
Build Healthier Communities



Thursday, July 17, 2014

10:00 AM

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*This webinar is being hosted by
the PHI Children & Youth Team*

**For More Information
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How do we make the case for implementing wellness policies, for improving menu selections and marketing of healthier items, for affordable access to fresh and healthy food and all of the other community-wide healthy policy changes we want to see?

Through this webinar Berkeley Media Studies Group (BMSG) will provide support for groups working to reframe and effectively communicate their efforts. Many are working on health equity issues but have a hard time talking about it. This webinar will provide tips and a framework to mobilize your supporters and bring additional potential allies on board.

During the webinar participants will:

- Discover how to apply a message framework for talking about health equity.
- Learn how to reframe your issues through a health equity lens and an environmental perspective to promote policy change.
- Understand the key components of a message that cue the environment first, include your values and emphasize solutions.



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For CalFresh information, call 1-877-847-3663.

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